



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

CONTRACT

<u>Contract / Revision</u> 207859 /		<u>Alt Order #</u> 06854754
<u>Product</u> FRIENDS/CHRIS MURPHY		
<u>Contract Dates</u> 09/24/12 - 09/30/12	<u>Estimate #</u>	
<u>Advertiser</u> POL/Murphy for Senate (D)		<u>Original Date / Revision</u> 09/21/12 / 09/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTNH	<u>Account Executive</u> Petry Philadelphia	<u>Sales Office</u> Petry/Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> FOCM	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Message & Media Inc
100 Albany Street
New Brunswick, NJ 08901
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WTNH	09/24/12	09/28/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$250.00	0.00			
N 2	WTNH	09/24/12	09/28/12	News 8 @ 5a-6a	5a-6a		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$300.00	0.00			
N 3	WTNH	09/24/12	09/28/12	News 8 @ 6a	6a-7a		:30				NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				6	\$600.00	0.00			
N 4	WTNH	09/24/12	09/28/12	GMA	7a-9a		:30				NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$650.00	0.00			
N 5	WTNH	09/29/12	09/30/12	SaSu 6a-8a	6a-8a		:30				NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS				2	\$150.00	0.00			
N 6	WTNH	09/29/12	09/30/12	GMA SaSu	8a-9a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----SS				1	\$300.00	0.00			
N 7	WTNH	09/30/12	09/30/12	ABC This Week	9a-10a		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$750.00	0.00			
N 8	WTNH	09/24/12	09/28/12	M-F 9a-10a	9a-10a		:30				NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$250.00	0.00			
N 9	WTNH	09/24/12	09/28/12	The View	11a-12p		:30				NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$450.00	0.00			
N 10	WTNH	09/24/12	09/28/12	News 8 Noon	12p-1230p		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$300.00	0.00			
N 11	WTNH	09/24/12	09/28/12	General Hospital	General Hospital		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$300.00	0.00			
N 12	WTNH	09/24/12	09/28/12	Katie	3p-4p		:30				NM	5	\$1,500.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WTNH
8 Elm Street
New Haven, CT 06510
(203) 784-8888

<u>Contract / Revision</u>	<u>Alt Order #</u>
207859 /	06854754

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/24/12 - 09/30/12	FRIENDS/CHRIS MURP	

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/Murphy for Senate (I	09/21/12 / 09/21/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$300.00	0.00			
N 13	WTNH	09/24/12	09/28/12	M-F 4p-5p	4p-5p		:30				NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$350.00	0.00			
N 14	WTNH	09/24/12	09/28/12	News 8 5p-6p	5p-6p		:30				NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$500.00	0.00			
N 15	WTNH	09/24/12	09/28/12	News 8 6p Weather BB	6p-630p		:30				NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$700.00	0.00			
N 16	WTNH	09/29/12	09/29/12	Sa News 8 @ 7p	7p-730p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$300.00	0.00			
N 17	WTNH	09/30/12	09/30/12	Su News 8 @ 6p	6p-630p		:30				NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$350.00	0.00			
N 18	WTNH	09/24/12	09/28/12	M-F 7p-730p	7p-730p		:30				NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$1,400.00	0.00			
N 19	WTNH	09/24/12	09/28/12	Late News 8	11p-1135p		:30				NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$800.00	0.00			
N 20	WTNH	09/24/12	09/28/12	Nightline	1135p-120630a		:30				NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$300.00	0.00			
N 21	WTNH	09/25/12	09/25/12	Tue Hour 3	10p-11p		:30				NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----				1	\$3,000.00	0.00			
Totals										0.00		83	\$42,850.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	83	\$42,850.00	\$36,422.50
Totals	83	\$42,850.00	\$36,422.50

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Rep Order# 6854754
EC'd Yes

Ver# 3 Status Revised

Traffic Order# 207859

Printed: 09/21/2012 3:32 PM
Last Received: 09/21/2012 3:30 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station WTNH-TV NEW HAVEN, CT.
Advertiser () FRNDS OF C. MURPHY
Product FRIENDS/CHRIS MURPHY
Estimate#
Buyer LEAH CASTERLIN
Phone#
Fax#

Agency () MESSAGE & MEDIA
100 ALBANY ST.
NEW BRUNSWICK, NJ 08901
Agency C/P1/P2/E
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Kate

--- CONTRACT COMMENT ---

FRIENDS OF CHRIS MURPHY SC=*

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
*3	09/24-09/28	M-F	6A-7A	6	:30	\$600.00	2	6		1	\$3,600.00	
Buyline Comment: GD MRN CT RATE CHNG												
Sales Remark: V3 RATE CHNG V3 More than 2 codes changed												
*4	09/24-09/28	M-F	7A-9A	5	:30	\$650.00	2	5		1	\$3,250.00	
Buyline Comment: GMA RATE CHNG												
Sales Remark: V3 RATE CHNG V3 More than 2 codes changed												
*7	09/30-09/30	SU	9A-10A	1	:30	\$750.00	1	1		1	\$750.00	
Buyline Comment: THIS WEEK RATE CHNG												
Sales Remark: V3 RATE CHNG V3 More than 2 codes changed												
*22	09/25-09/25	TU	8P-10P	0	:30	\$2,000.00		0		0	\$0.00	
Buyline Comment: DWTS 1X CXL'D												
Sales Remark: V3 1X CXL'D V3 More than 2 codes changed												

---REPORT TOTALS---

Report Totals: 12 / \$7,600.00

---SALES MONTHLY TOTALS---

Station WTNH-TV NEW HAVEN, CT.
Advertiser () FRNDS OF C. MURPHY
Product FRIENDS/CHRIS MURPHY
Estimate#
Buyer LEAH CASTERLIN
Phone#
Fax#

Agency () MESSAGE & MEDIA
100 ALBANY ST.
NEW BRUNSWICK, NJ 08901
Agency C/P1/P2/E
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Sep 12: 83 / \$42,850.00
Sales Totals: 83 / \$42,850.00
Station Totals: 83 / \$42,850.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$201,647	CABL 0%	WCCT 0%	WCTX 0%	WFSB 45%	WHCT 0%
		WRDM 0%	WTIC 10%	WTNH 21%	WUVN 0%	WVIT 21%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE

Rep Order#	6854754	Ver#	1	Status	New
EC'd	No				

1 of 4

Traffic Order# 9A7859
 Printed: 09/20/2012 5:26 PM
 Last Received: 09/20/2012 4:45 PM
 Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () FRNDS OF C. MURPHY
Product FRIENDS/CHRIS MURPHY
Estimate#
Buyer LEAH CASTERLIN
Phone#
Fax#

Agency () MESSAGE & MEDIA
100 ALBANY ST.
NEW BRUNSWICK, NJ 08901
Agency C/P1/P2/E
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

FRIENDS OF CHRIS MURPHY SC=*

--- REMARKS ---

THIS IS A NEW ORDER

CLIENT: FRIENDS OF CHRIS MURPHY

OUR TOTAL IS \$41450

PLS CONFIRM

THANKS KELLY

Val 21

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
1	09/24-09/28	M-F	5A-530A	5	:30	\$250.00	3	5		1	\$1,250.00	
Buyline Comment: GD MRN CT												
2	09/24-09/28	M-F	530A-6A	5	:30	\$300.00	3	5		1	\$1,500.00	
Buyline Comment: GD MRN CT												
3	09/24-09/28	M-F	6A-7A	6	:30	\$350.00	3	6		1	\$2,100.00	
Buyline Comment: GD MRN CT												
4	09/24-09/28	M-F	7A-9A	5	:30	\$350.00	3	5		1	\$1,750.00	
Buyline Comment: GMA												
5	09/29-09/30	SA-SU	6A-8A	2	:30	\$150.00	3	2		1	\$300.00	
Buyline Comment: GM CT WKEND												
6	09/29-09/30	SA-SU	8A-9A	1	:30	\$300.00	3	1		1	\$300.00	
Buyline Comment: GMA WKEND												
7	09/30-09/30	SU	9A-10A	1	:30	\$350.00	3	1		1	\$350.00	
Buyline Comment: THIS WEEK												

Rep Order#	6854754	Ver#	1	Status	New	Traffic Order#	09/20/2012 5:26 PM	Printed:	2 of 4
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Last Received: 09/20/2012 4:45 PM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT.
Advertiser () FRNDS OF C. MURPHY
Product FRIENDS/CHRIS MURPHY
Estimate#
Buyer LEAH CASTERLIN
Phone#
Fax#

Agency () MESSAGE & MEDIA
100 ALBANY ST.
NEW BRUNSWICK, NJ 08901
Agency C/P1/P2/E
Flight Dates 09/24/2012 - 09/30/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
8	09/24-09/28	M-F	9A-10A	5	:30	\$250.00	3	5		1	\$1,250.00	
Buyline Comment: DR PHIL												
9	09/24-09/28	M-F	11A-12P	5	:30	\$450.00	3	5		1	\$2,250.00	
Buyline Comment: THE VIEW												
10	09/24-09/28	M-F	12P-1230P	5	:30	\$300.00	3	5		1	\$1,500.00	
Buyline Comment: NEWS												
11	09/24-09/28	M-F	2P-3P	5	:30	\$300.00	3	5		1	\$1,500.00	
Buyline Comment: GEN HOSPITAL												
12	09/24-09/28	M-F	3P-4P	5	:30	\$300.00	3	5		1	\$1,500.00	
Buyline Comment: KATIE												
13	09/24-09/28	M-F	4P-5P	5	:30	\$350.00	3	5		1	\$1,750.00	
Buyline Comment: JUDGE JUDY												
14	09/24-09/28	M-F	5P-6P	5	:30	\$500.00	3	5		1	\$2,500.00	
Buyline Comment: NEWS												
15	09/24-09/28	M-F	6P-7P	5	:30	\$700.00	3	5		1	\$3,500.00	
Buyline Comment: NEWS												
16	09/29-09/29	SA	7P-730P	1	:30	\$300.00	3	1		1	\$300.00	
Buyline Comment: NEWS												
17	09/30-09/30	SU	6P-630P	1	:30	\$350.00	3	1		1	\$350.00	
Buyline Comment: NEWS												
18	09/24-09/28	M-F	7P-730P	5	:30	\$1,400.00	3	5		1	\$7,000.00	
Buyline Comment: JEOPARDY												

Rep Order# 6854754 Ver# 1 Status New Traffic Order# Printed: 09/20/2012 5:26 PM 3 of 4

Last Received: 09/20/2012 4:45 PM

Showing Buylines: All Lines

Station WTNH-TV NEW HAVEN, CT. Agency () MESSAGE & MEDIA Rep Firm () PHILADELPHIA
Advertiser () FRNDS OF C. MURPHY 100 ALBANY ST. Sales Office ()
Product FRIENDS/CHRIS MURPHY NEW BRUNSWICK, NJ 08901 Salesperson () KATE BRADY
Estimate# Agency C/P1/P2/E Flight Dates 09/24/2012 - 09/30/2012 Salesperson Phone# 215-567-6005
Buyer LEAH CASTERLIN Hiatus Weeks Salesperson FAX# 215-567-5938
Phone#
Fax#

Ln	Dates	Day	Time	Spots/Week	Len	Rate	Program	Total Spots	LT	# of Weeks	Total Cost	Daypart
19	09/24-09/28	M-F	11P-1135P	5	:30	\$800.00	3	5		1	\$4,000.00	
Buyline Comment: LATE NEWS												
20	09/24-09/28	M-F	1135P-1205A	5	:30	\$300.00	3	5		1	\$1,500.00	
Buyline Comment: NIGHTLIN E												
21	09/25-09/25	TU	10P-11P	1	:30	\$3,000.00	3	1		1	\$3,000.00	
Buyline Comment: PRIVATE PRACTICE												
22	09/25-09/25	TU	8P-10P	1	:30	\$2,000.00	3	1		1	\$2,000.00	
Buyline Comment: THE VOICE												

---REPORT TOTALS---

Report Totals: 84 / \$41,450.00

---SALES MONTHLY TOTALS---

Sep 12: 84 / \$41,450.00
Sales Totals: 84 / \$41,450.00
Station Totals: 84 / \$41,450.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$195,059	CABL 0%	WCCT 0%	WCTX 0%	WFSB 45%	WHCT 0%
		WRDM 0%	WTIC 10%	WTNH 21%	WUVN 0%	WVIT 21%
		XXX 0%				

Books null
Demos RA35+

--- CREDIT RISK ---